

## General Specs:

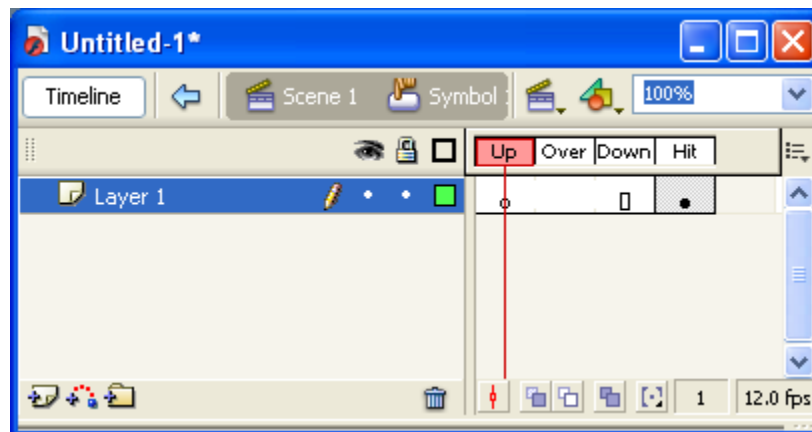
- Flash Versions accepted: Flash 10 or lower
- Maximum Frame Rate: 18 FPS
- Animation does not have a loop maximum, but total animation time for all loops combined cannot exceed 15 seconds.
- Default image is required for users without Flash Player Plug-in.

## Assets that must be submitted to weather.com

1. Compiled SWF file
2. Source FLA file
3. Default or alternate image (JPG or GIF)
4. Fonts in PC format preferred
5. 3rd Party Tracking/Click Tracking, or Click Thru URL

## Setting up a button:

1. Create a new layer above all other layers in main timeline.
2. Be sure this layer has frames that span the entire movie.
3. Using the Rectangle tool, draw a shape over the entire area of the ad.
4. Using the Selection tool, select the shape and then right-click and select "Convert to Symbol".
5. Name the symbol, select "Button" as its behavior/type, and click OK.
6. Double-click the button.
7. Drag the UP frame to the HIT area.



*A Symbol with "Button" behavior selected*

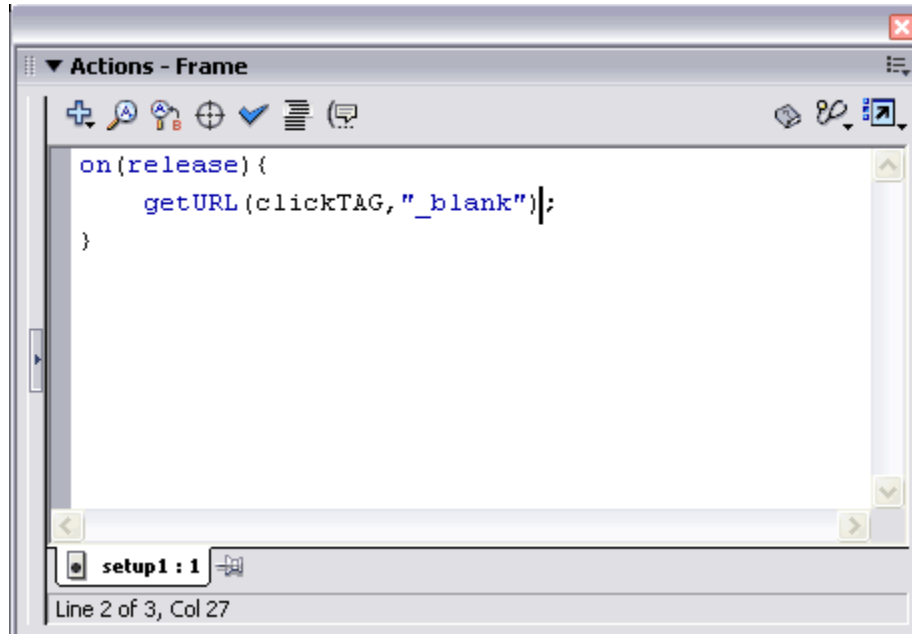
8. In Edit menu, select "Edit Document". You should now have a blue button overlaying the stage.
9. Using the Selection tool, select the button instance.
10. In the Actions panel, apply the click action to the button as indicated below.

### Applying ActionScript 2.0 to a BUTTON to go to a URL:

Instead of calling the target URL with getURL action, please do the following (see screen shot below):

1. Set the URL to "clickTAG" (this is case-sensitive)
2. Set the target window to "\_blank"

Please note that quotation marks are NOT used on the clickTAG, while they ARE used on the target window setting. Also, the event that triggers the getURL action should always be "on(release)".



*Actionscript for one button*

The button action code should look like one of these examples below depending on how you are setting up your ActionScript 2.0:

```
//Example: 1  
on (release) {  
getURL(clickTAG,"_blank")  
}
```

```
//Example: 2  
on (release) {  
getURL(_level0.clickTAG,"_blank")  
}
```

```
//Example: 3  
on (release) {  
if (clickTAG.substr(0,5) == "http:") {  
getURL(clickTAG,"_blank")  
}
```

**NOTE:** "clickTAG" is case sensitive. Hardcoded URLs are not allowed!!!

### Applying ActionScript 3.0 to a BUTTON to go to a URL:

Actions on buttons or MovieClips instances are not supported in ActionScript 3.0. Create an action layer and place the code as shown below. The action script for the button in your Flash file should look as it is shown below except "myButton" needs to be the instance name of the button object.

#### Example:

```
var paramObj:Object = LoaderInfo(this.root.loaderInfo).parameters
var clickTAG:String = paramObj.clickTAG
```

```
myButton.addEventListener(
    MouseEvent.CLICK,
    function():void {
        navigateToURL(new URLRequest(clickTAG), "_blank");
    }
);
```

### More than one click? (Action Script 2.0 and 3.0)

For Flash files with multiple click actions, simply use multiple uniquely named clickTAG variables (ie. clickTAG1, clickTAG2, clickTAG3, etc.) for each unique click action.

NOTE: "clickTAG" is case sensitive. Hardcoded URLs are not allowed.

### Macromedia Flash Player CPU Usage:

Handling animation, masking, loops, or timers with Action Script can result in a high usage of CPU (central processing unit). This can cause all the elements on a web page to slow down significantly. The following tips may help increase the overall efficiency and may reduce both file size and CPU usage of Flash movies:

- Limit the amount of math-based animations.
- Masking and animated masking may also require large of CPU resources.
- Utilize Flash's Bandwidth Profiler to improve and check that the Flash movie streams smoothly and doesn't impair system resources.
- Another way is to open the "Task Manager" and view the "Performance" tab. Once the task manager is open, then open your SWF file in the Flash Player and see the increase of the CPU usage as the SWF plays. A small increase is normal; if the increase is above 80%, the files needs to be revised.
- Always test Flash creative across different browsers, platforms, and processors to ensure the best user experience.

*Weather.com reserves the right to suspend/reject a creative if it has a higher than normal percentage of CPU resources and would, as a result of this, cause slow page rendering on our weather.com, or any of our other platforms.*

### More specs on clickTAG set-up from Adobe:

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

### For more information on optimizing Flash files from Adobe:

[http://www.adobe.com/support/flash/publishexport/stream\\_optimize/](http://www.adobe.com/support/flash/publishexport/stream_optimize/)